

New Order

Agency: Strategic Media Services
Office: Arlington
Client: 681 - Durant for Delegate
Product: 768 - candidate

Station: WJLA-TV
Order Type: Normal
Cancel Date:

Received in ePort: 11/1/2021 10:40:45 AM

Flight Start: 11/01/2021
Flight End: 11/02/2021
Hiatus:

Piggyback Product:

Estimate: 8295 - Durant DC TV:11.1-2

Received in ePort: 11/1/2021 10:40:45 AM

Airtime Dollars:	\$9,775.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$9,775.00
Total Spots:	6

Primary Demo:

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments:

Terms of Sale: Electronic invoices preferred.
TVInvoices.com EI Number: 9912521
Marketron Code: EI141074

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots				
						11/1	11/2		Rtg	CPP	Imp	CPM
1	MTuWThF 6P-6:30P 7NEWS OYS AT 6	EN	\$1,800.00	C	30	1	0	1				
2	MTuWThF 7P-7:30P WHEEL-FORTNE	PA	\$3,600.00	C	30	1	0	1				
3	MTuWThF 11P-11:30P 7NEWS OYS@11<	LN	\$650.00	C	30	1	0	1				
4	MTuWThF 6A-7A 7NWS OYS AT 6A	EM	\$525.00	C	30	0	1	1				
5	MTuWThF 7A-9A AVG. ALL WKS<	EM	\$1,600.00	C	30	0	2	2				
Total Spots:						3	3					
Cash\$ - Spots: \$9,775.00 - 6 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$9,775.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00												